

March, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the current age-based rating system as presented by the TV Rating Implementation Group. As a parent I feel the symbol on the TV screen does not provide sufficient information about the content of the program and ask that the FCC does not approve this rating system.

Instead I request the following:

- that the FCC will require a system that includes content information such as V (for violence) and S (for sexual content and nudity), and L (for language) and that it be publicized in periodicals that carry TV scheduling.

- that the icons on the TV screen be made larger and more prominent and appear more frequently during a program.

- that any system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

- that the rating board be independent of the industry and FCC and that it include parents.

- that the FCC require a V-chip band broad enough to allow parents to receive more than one rating system.

Thank you for taking the time to address my concerns on this important issue.

Sincerely,

Barbara J. Maloney

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DOCKET FILE COPY ORIGINAL

March, 1997

Dear Parents,

It has come to the attention of the Jim Thorpe Area PTA that the Federal Communications Commission is accepting comments on the age-based TV rating system which is currently being used voluntarily by the industry.

It is the position of the National PTA as well as many parents that this rating system is insufficient as it allows the TV industry to judge what is acceptable for all children of a particular age range and does not indicate the content of a program such as violence, sexual content, or language.

If you would like to see the FCC require a more informative content-based system, please sign the letter on the reverse side or write your own original letter and mail it to the FCC or send it to school with you child in an envelope marked "PTA" by April 2nd and we will mail it for you.

Sincerely,

Jim Thorpe Area PTA

March 27, 1997

Dillard and Roxanna Pegg
9237 Sagemeadow Dr
Cincinnati, OH 45251

Chairman Reed Hundt and FCC Commissioners
C/o Federal Communications Commission
1919 M. Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the National PTA and the Colerain Elementary and Colerain Middle School PTAs to voice our opposition to the TV rating system implemented in January of this year. The rating symbol on the TV screen does not provide sufficient content information so that we can make a decision about what is appropriate for our children to watch. We do not want the TV industry to interpret what is best for our children; we want to decide ourselves based on program content. The rating system currently being used is useless for our family.

We would like to see a content based system implemented which would depict violence, sex, and language, and also the amount of those subjects in each program. The symbol needs to stay on the TV screen longer and show up throughout the program. We don't always turn on the TV at the very beginning of a program.

We as parents need the support of those in charge of setting the guidelines for television so that viewing TV programs is a positive experience for our children and not one that leads our children to immoral and violent actions themselves. We are all seeing the impact television has on the future of our nation by how much violence is coming out in our young people.

Thank you for this opportunity to voice our opinion and please take our plea seriously.

Sincerely,



Dillard and Roxanna Pegg
Parents of Three Beautiful Girls

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mauch 24, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the _____ (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

~~the industry's rating system~~ ~~the FCC~~
~~information about programs such as V~~
~~A, S (for sexual depiction), and L (for language)~~

- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name
Town, State

Midge Muketa
6661 Skyrue Dr
Coles, Eh 43229

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the _____ (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- ~~That under no circumstances should the FCC approve the industry's rating system. Further, the FCC, should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);~~
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name
Town, State

James Mikota
6661 Skyway Dr
Andover, MA

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commissions
1919 M Street N.W., Room 222
Washington, DC 20554

FCC MAIL ROOM
MAR 31 1997
RECEIVED
DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Madison Elementary School PTA of Janesville, WI. to voice my opposition to the v-chip rating system presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on the content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(violence), S(sexual depiction and nudity) and L(language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than on rating system;
- * That the rating icon on the TV screen be made larger, or more prominently placed on the screen, and appear more frequently during the course of the program;
- * That the rating board be independent of the industry and the FCC & that it include parents; &
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on this issue so important to children and families.

Sincerely,

Janesville, Wisconsin 53545



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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners;

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Enoch Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient contents information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of the programs were conducted by the National PTA, *U.S. News and World Report*, and by the Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and in publicized periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead I request the following;

- ** That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for Violence), S (for sexual depiction or nudity), and L (for Language);
- ** That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- ** That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- ** That the rating board be independent of the industry and the FCC and that it include parents; and
- ** That any rating system by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank You for this opportunity to comment on an issue so important to children and families.

Sincerely,

Bette Anderson
Enoch, Utah

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N. W., Room 222
Washington, DC 20554

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FCC 44-1, ROOM

MAR 5 1997

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Dear Chairman Hundt and Commissioners:

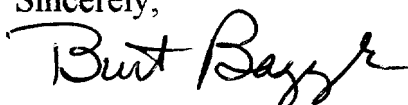
RE: CS Docket No. 97-55, FCC 97-34

I am writing to voice my opposition to the v-chip rating system as presented by the TV Rating Implementation Group. I don't believe that the rating symbol on the TV screen provides sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I do not want the TV industry to interpret what is best for my children. I want to make those choices myself based on content information about the program. Any rating system without content descriptions on the screen and in periodicals that carry TV schedulings is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request that a content-based rating system be adopted which includes symbols about program content such as V (for violence), S (for sexual depiction and nudity), and L (for language). To assure that this rating system meets families' needs, I recommend that any proposed system be evaluated independent of the entertainment industry and the FCC.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Summerville High School
Summerville, SC

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Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M. Street N.W., Room 222
Washington, D.C. 20554

Dear Chairman Hundt and Commissioners:

DOCKET # 97-55 COPY ORIGINAL

RE: CS Docket No.97-55,FCC 97-34

I am / We are writing on behalf of the National PTA and the Jarman Elementary School PTA of Tulsa, Oklahoma to voice my / our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, On January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating studies has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstance should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Paula R. DeShazer
Tulsa, Oklahoma

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Terrill Middle School PTA

Terrill Road

Scotch Plains, N.J.
07076

March 23, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communication Commission
1919 M Street N.W., Room 222
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

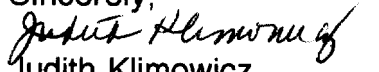
RE: CS Docket No. 97-55, FCC 97-34

At our March 18, 1997 meeting, the Executive Board of the Terrill Middle School PTA voted to express our opposition to the TV rating system as it is currently proposed by Jack Valenti, Chair of the TV Rating Implementation Group. We feel that the current system does not provide parents with enough information to make decisions as to what programs their children should watch based on the content of those shows. The age-based ratings do not allow for parental discretion regarding what individual parents may find inappropriate for their children depending on language, sex and nudity, or violence. We support instead a program of descriptive, content-based ratings.

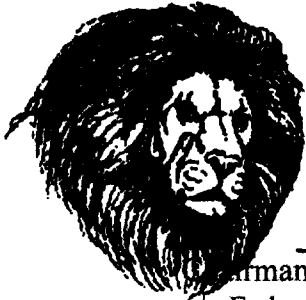
We do not believe that the industry's rating system successfully meets the requirements of the Telecommunications Act of 1996. We believe the rating board should be independent of the industry and the FCC and that parents be included. We also believe that any rating system approved by the FCC should provide for independent evaluation through research to determine if it meets parental needs. We would like to see a larger rating icon on the screen, and we would like it to appear more frequently during programming. Most important, we believe that any rating system should provide program content information to allow parents rather than the TV industry to determine what is appropriate for their individual children.

Thank you for your attention to this important matter.

Sincerely,


Judith Klimowicz
Corresponding Secretary

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Eastlake School PTA

40 Eba Road, Parsippany, NJ 07054

Chairman Reed Hundt and FCC Commission
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

March 22, 1997

Re: CS Docket No.97-55, FCC 97-34

DOCKET FILE COPY ORIGINAL

MAR 31 1997

Dear Chairman Hundt and Commissioner:


I am writing on behalf of the National PTA and the Eastlake PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I would prefer to see a rating system that gives me information about the specific contents of a program. I do not want the TV industry to interpret what is best for my children and assign a code that is limited on an age-related basis. Any rating system that does not contain content description on the screen and that is publicized in periodicals that carry TV scheduling is worthless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead I would request the following:

- That the FCC not approve the industry's rating system or any other system that does not include content information about programs such a violence, sexual depiction and nudity and language.
- That the FCC require a V-chip band broad enough that would allow patents to receive more than one rating system.
- That the rating icon on the TV screen be made larger, more prominently displayed on the screen and appear more frequently during the course of the program.
- That the rating board be independent of the industry and the FCC and that it include parents.
- That the rating system approved by the FCC be evaluated by independent research to determined if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,


Diane Likman

President, Eastlake PTA

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97-55

DEAR SIRS:

MAR 31 1997

FCC MAIL ROOM

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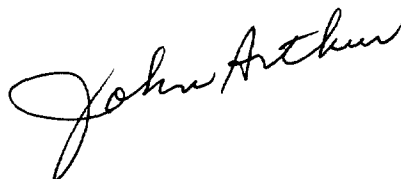
ALLOWING THE MEDIA TO RATE ITS OWN PROGRAMS IS AKIN TO
LEAVING A FOX IN THE HENHOUSE TO PROTECT THE CHICKENS.

PRIOR TO 1970, PROGRAMS COULD BE RATED AS 'WATCHABLE'
OR 'UNWATCHABLE'.

FROM 1971-1990 WITH 'POLITICALLY CORRECT' TERMINOLOGY
TAKING OVER AND RECOGNIZING THAT 'SOPHISTICATED THEMES' AND
'ADULT MATERIAL' TRANSLATES INTO 'FILTH', MAKES IT SIMPLE
TO RATE THE PROGRAMS.

SF1--SEMI FILTHY, SF2--SEMI FILTHIER, SF3--SEMI
FILTHIEST.

FROM 1991 TO DATE, WE NEED MUCH STRONGER RATINGS.
F1--EXTREME FILTHY, F2--EXTREME FILTHIER, F3--EXTREME
FILTHIEST.



JOHN ARTHUR
1907 HW5 N,
APT. 609
BENTON, ARK 72015
(501)794-3076

P.S. A 'V' CHIP IS WORTHLESS IF THE BROADCAST INDUSTRY DOES
THE RATING.

CS DOCKET #97-55--COMMENT ON INDUSTRY PROPOSAL FOR RATING
VIDEO PROGRAMMING.

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